

Figure 1

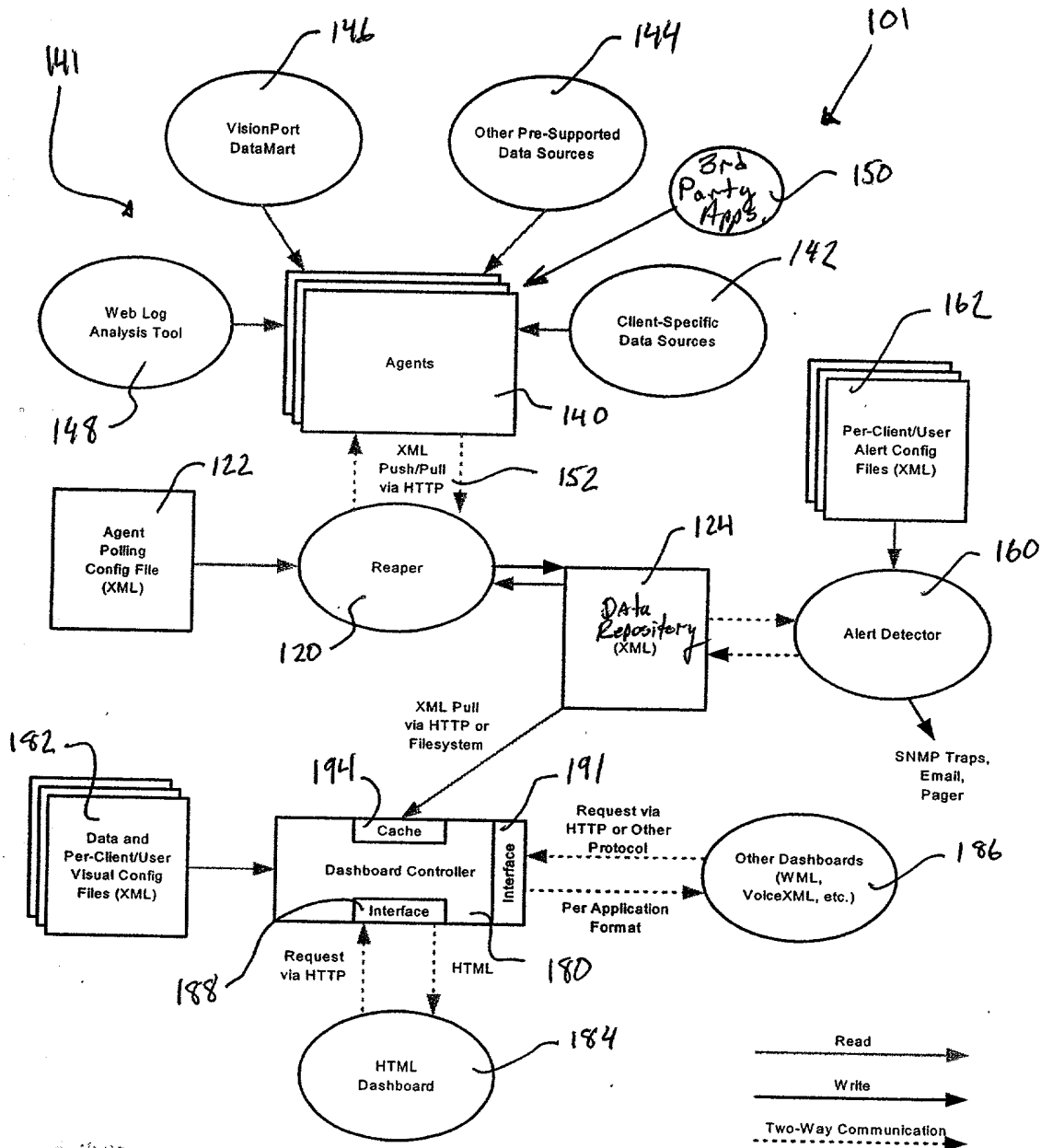
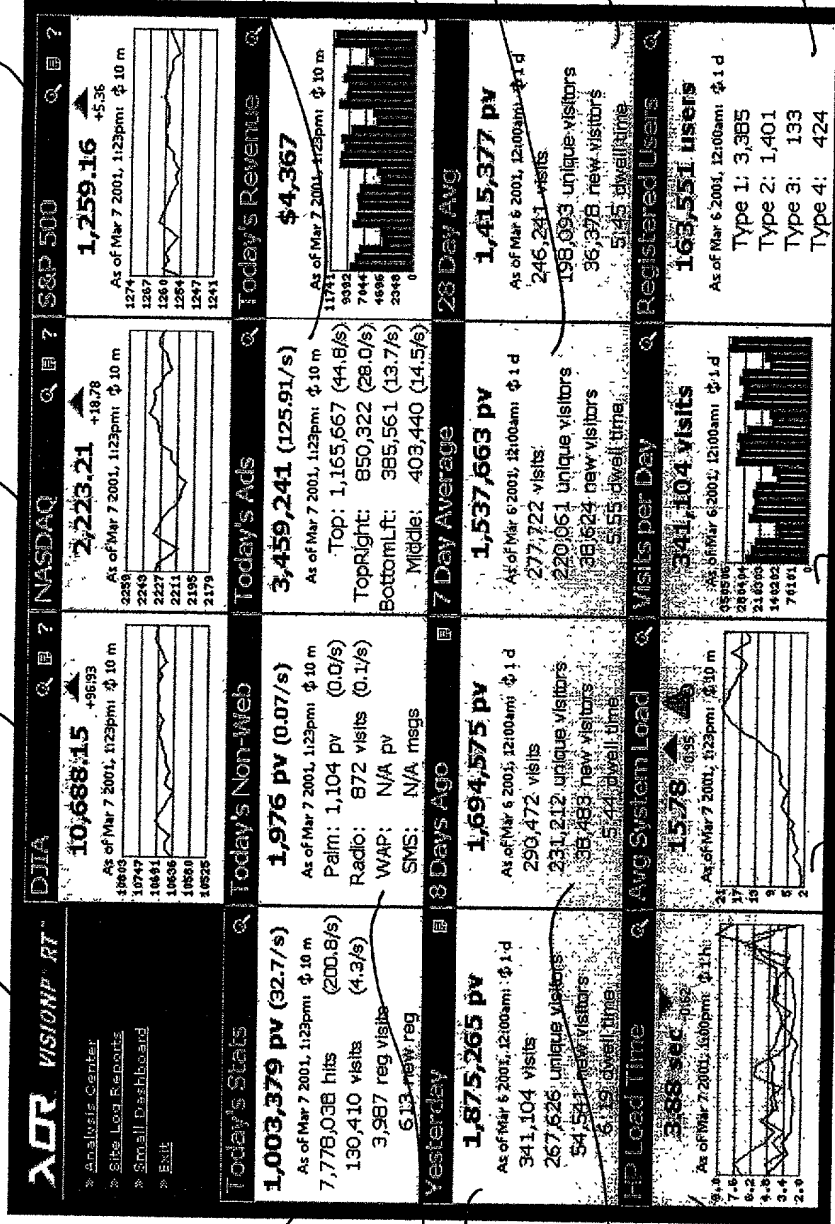


Figure 2

300

305 310 315 320



325 330 345 350 355 360 365 370 375 380 385 390

Figure 3

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Figure 4

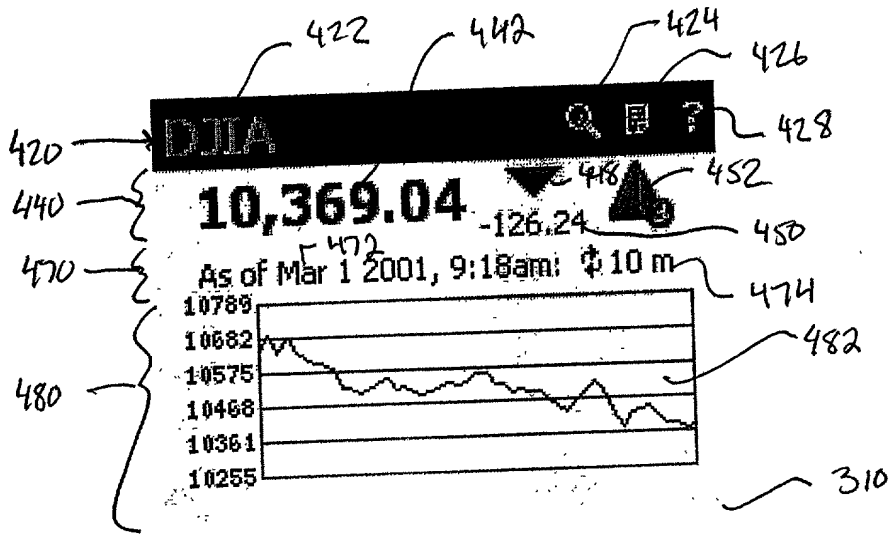


Figure 5

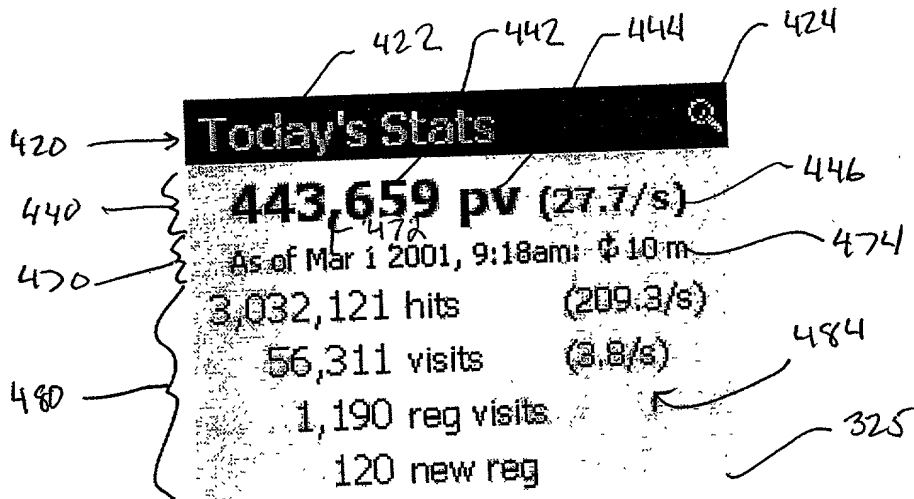


Figure 6

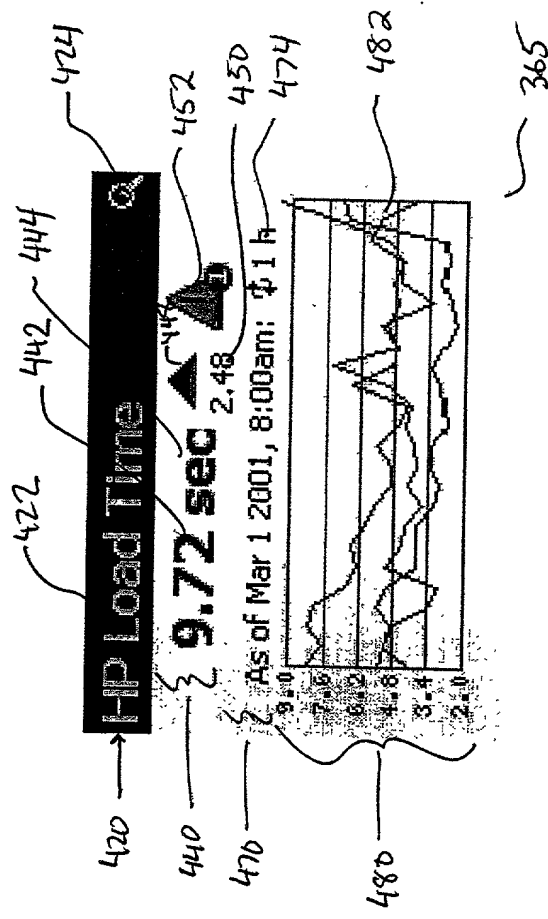


Figure 7

500 2

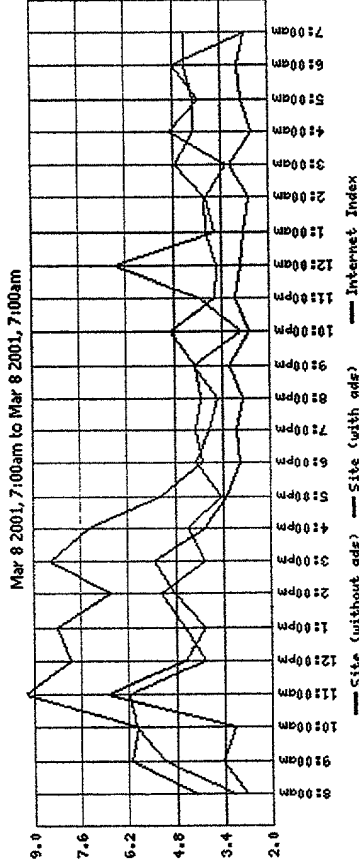
XOR VISION RT

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Homepage Load Time Detail

502 — 2.63 sec — 504
Time period: 6:77 — 506
Time period: 6:77

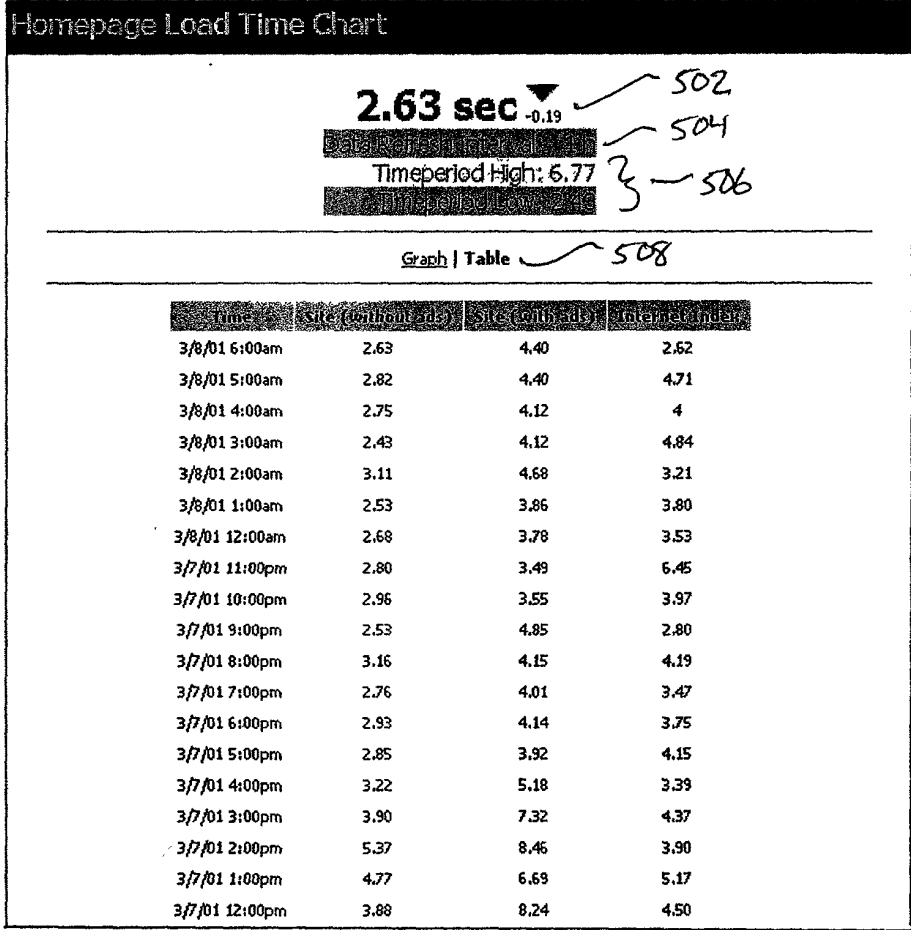
Graph | Table — 508



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Figure 8

600 ↘



512

Figure 9

700 7

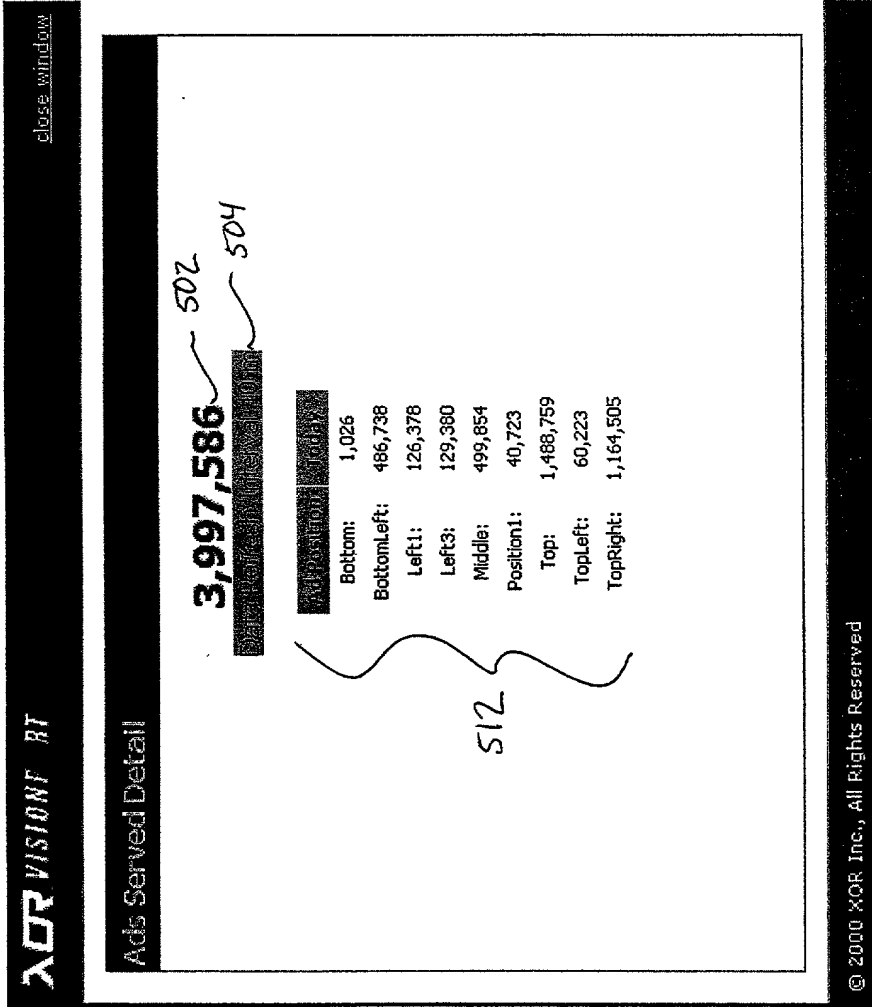


Figure 10

Sample Dashboard - Association View

Small Dash Analysis Center Logout etc.	\$240,833 ▲ 5%	17483 ▲ 5%	80% ▼ 5%
As of 2:03 PM			
Orders 6993 Sales per Order \$34.44	Repeat Rate 55%	Conversion 40.0%	
<div> <div>1</div> <div>Abundant Rose Bouquet</div> <div>\$722,500</div> </div> <div> <div>2</div> <div>Contemporary Rose Bouquet</div> <div>\$505,750</div> </div> <div> <div>3</div> <div>Your Day Bouquet</div> <div>\$289,000</div> </div> <div> <div>4</div> <div>Dried Heart Wreath</div> <div>\$216,750</div> </div>	<div> <div>1</div> <div>Abundant Rose Bouquet</div> <div>\$5,057,500</div> </div> <div> <div>2</div> <div>Your Day Bouquet</div> <div>\$3,540,250</div> </div> <div> <div>3</div> <div>Blooming Masterpiece</div> <div>\$2,023,000</div> </div> <div> <div>4</div> <div>Contemporary Rose Bouquet</div> <div>\$1,517,250</div> </div>	<div> <div>Zip Codes Covered</div> <div>Percent of Zip Codes with Owners 75%</div> </div> <div> <div>Successful Zip Code Searches</div> <div>Other Member 65%</div> </div>	
Orders 1111005 Sales per Order \$45.52			
3750	\$64.22 ▲ 5%	1.9 ▼ 5%	80% ▲ 5%
Percent of Enrolled Owning Zip Codes 50%			
<div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div> <div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div>	<div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div> <div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div>	<div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div> <div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div>	<div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div> <div> <div>Zip Code Owner</div> <div>YTD Daily Average</div> <div>Other Member</div> </div>
<div> <div>3671325</div> <div>Conversion</div> <div>30.3%</div> </div>	<div> <div>7605</div> <div>Unique Visitors Today</div> <div>Repeat Visitor Rate</div> <div>Conversion Rate</div> <div>Sales per Order</div> </div>	<div> <div>9878</div> <div>Unique Visitors Today</div> <div>Repeat Visitor Rate</div> <div>Conversion Rate</div> <div>Sales per Order</div> </div>	<div> <div>1284964</div> <div>Unique Visitors YTD</div> <div>MOE Visitor Value YTD</div> <div>Microsite Visitor Value YTD</div> </div>

Figure 11

Sample Dashboard - Franchise View

Small Dash Analysis Center Logout etc.	\$212.45 ▲ 5%	5 ▲ 5%	155 ▼ 5%
	Sales per Order \$45.70	Conversion Rate 3.0%	Repeat Rate 55%
\$44,614.50	\$6,692.18 0 to 15 Days \$3,346.09 15 to 30 Days \$2,007.65 Over 30 Days \$1,338.44	<div> <div>1</div> <div>Abundant Rose Bouquet</div> <div>\$637</div> </div> <div> <div>2</div> <div>Contemporary Rose Bouquet</div> <div>\$446</div> </div> <div> <div>3</div> <div>Your Day Bouquet</div> <div>\$255</div> </div> <div> <div>4</div> <div>Dried Heart Wreath</div> <div>\$191</div> </div>	<div> <div>1</div> <div>Abundant Rose Bouquet</div> <div>\$4,461</div> </div> <div> <div>2</div> <div>Your Day Bouquet</div> <div>\$3,123</div> </div> <div> <div>3</div> <div>Blooming Masterpiece</div> <div>\$1,785</div> </div> <div> <div>4</div> <div>Contemporary Rose Bouquet</div> <div>\$1,338</div> </div>
Orders 1109 Sales per Order \$40.23	311	10351	<div> <div>Today</div> <div>0:13:45</div> </div> <div> <div>Session length</div> <div>12</div> </div> <div> <div>Pageviews</div> <div>13</div> </div> <div> <div>Cart abandonment rate</div> <div>10%</div> </div> <div> <div>YTD</div> <div>0:14:15</div> </div> <div> <div>13</div> </div> <div> <div>12%</div> </div>
\$11,153.63	Repeat Rate 65%	Value per unique visitor YTD \$1.08 Marketing costs per unique visitor YTD \$0.97	<div> <div>1</div> <div>Norm's Flower Petal</div> <div>\$4,182</div> </div> <div> <div>2</div> <div>Roscoe Stems</div> <div>\$1,673.04</div> </div> <div> <div>3</div> <div>Flowers By Bob</div> <div>\$1,171.13</div> </div> <div> <div>4</div> <div>The New Leaf</div> <div>\$836.52</div> </div>
Sales per Order \$35.92	798	Percent Referred to Me 52%	
\$33,460.88		Percent Referred to Me 55%	

Figure 12